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"TWO-YEAR-OLD" WILL SOON BE "HORSE-AND-BUGGY"

This institutional advertisement appeared in Tyler newspapers in support of the local Rose Planting Week, February 13th to 19th. The RADIANCE "Special" was not expressly designed to promote the sale of RADIANCE rose plants, but more to present a practical example of the economic worth of the Rose Grades pictured. It was enlightening to find that customers, with few exceptions, bought the best grades when the difference was demonstrated. Truly "2-year-old" will soon be "horse-and-buggy."

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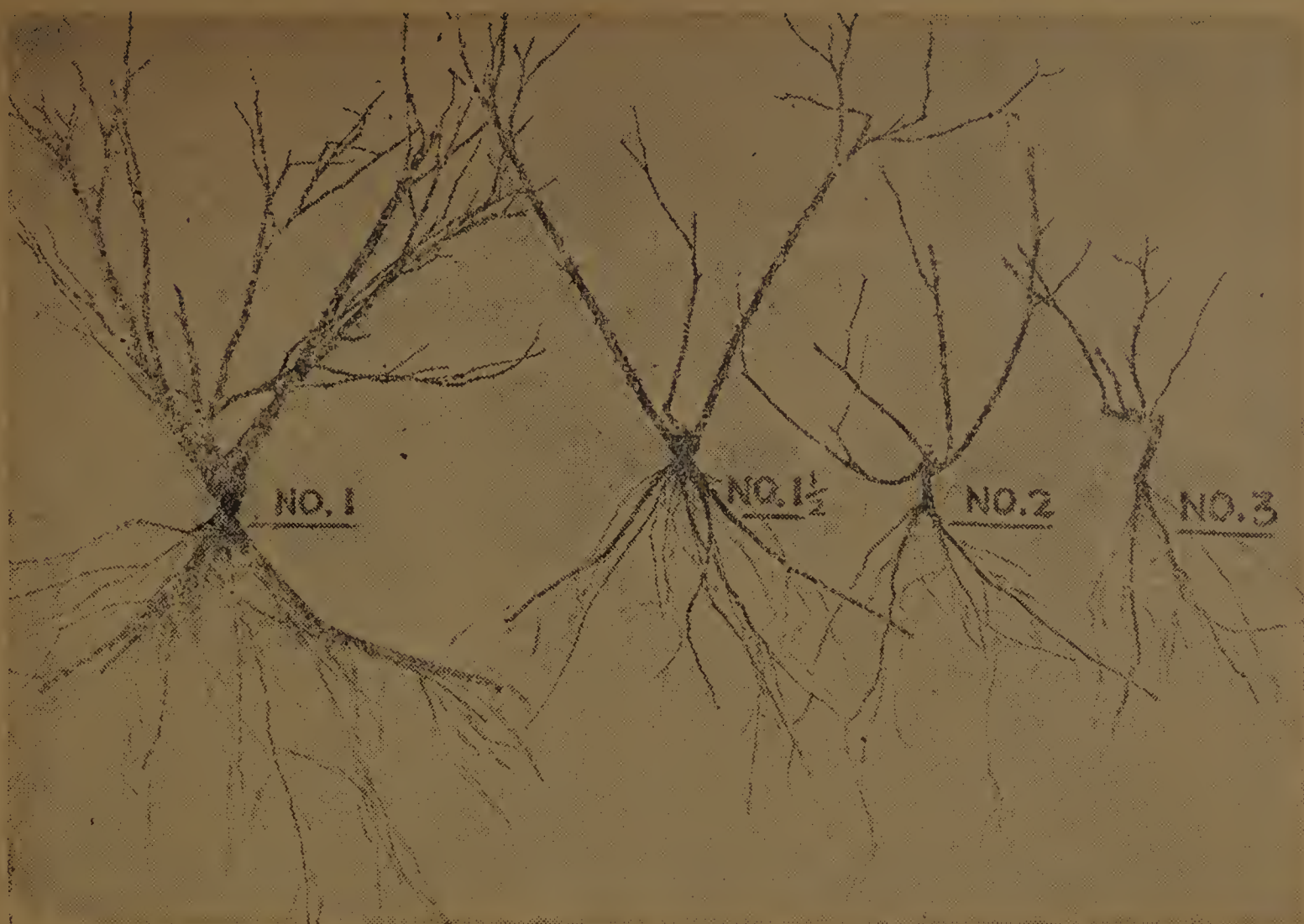
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DON'T BE MISLED LET'S STUDY ROSE GRADES

All Plants Shown Here Are "2-Year-Old" Field-Grown Budded Bushes . . . They Are All Same Variety, and From Same Row.

SPECIAL!

RADIANCE

RED OR PINK

4 GRADES

EACH 2-YRS. OLD

| | |
|---------------------|------------------|
| Super size or jumbo | |
| 2 years old..... | 10 plants \$1.60 |
| No. 1 Grade | |
| 2 years old..... | 10 plants \$1.40 |
| No. 1 1/2 Grade | |
| 2 years old..... | 10 plants \$1.00 |
| No. 2 Grade | |
| 2 years old..... | 10 plants \$.75 |
| No. 3 Grade | |
| 2 years old..... | 10 plants \$.36 |

Remember again: All grades in this offer are 2-year-old plants, and each grade bloomed in our field during 1937.

Each grade is good and each a special value at the price.

Tyler is the Rose Garden of America, distributing more than half of all the roses planted in the nation's gardens.

Each Tyler citizen should be a committee of one to broadcast proper grade information to prospective purchasers of Tyler roses.

Advise your friends not to ask merely for "2-year-old roses" but to specify which one of the four grades of 2-year-old roses is wanted, so that they will get full value for the price paid.

CASH and CARRY PRICES

Most Standard Varieties

Available—No. 1 grade

\$2 Dozen

BEAUTIFY TYLER

IMPORTANT!

We have no point of distribution of rose plants except our new nursery office and adjoining packing plant at 614 East Valentine street.

HOW DIXIE HELPED MAKE ROSE HISTORY

TEN YEARS ago, in 1928, The American Association of Nurserymen in its annual meeting in Denver, Colorado, appointed a committee of five to arrive at a proper standard of rose grading.

Howard Chard (Storrs-Harrison Co.), Painesville, Ohio.

Charles H. Perkins, (President, Jackson & Perkins), Newark, N. Y.

L. C. Bobbink, (President Bobbink-Atkins), Rutherford, N. J.

Charles Howard, (President Howard Rose), Hemet, Calif.

A. F. Watkins (Dixie Rose Nursery), Tyler, Texas.

AFTER A YEAR of meeting and correspondence the following grade standards were worked out:

| | | |
|-----------|-----------------|--------------------------------------|
| No. 1 | Grade | 3 or more strong canes, 18 inches up |
| No. 1 1/2 | Grade | 2 or more strong canes, 14 inches up |
| No. 2 | Grade | 2 or more strong canes, 12 inches up |
| No. 3 | Cull Grade . . | 1 or more strong canes, 8 inches up |

NOTE: No. 3 grade may contain larger plants of poor shape or insufficient roots for the upper grades.

IN OCTOBER, 1937, Dixie Rose Nursery knowing that the public was being misled, through a lack of understanding of rose grades, issued the above grade illustration, as its interpretation of standard rose grading.

SINCE THAT TIME, this grade picture has become standardized throughout the United States . . . and has been reproduced by the American Home, The Flower Grower, The Southern Home and Garden, and various nursery trade journals and farm papers, totaling more than 3 millions in circulation. Requests have been made for its use in agriculture text books.

DIXIE ROSE NURSERY

A. F. Watkins

John C. Watkins

Phone 1764

Tyler, Texas

614 East Valentine

